

# MARLBORO UNLIMITED



99999999999999  
Sample R, Sample  
Apt. #00  
1234 Main Street  
Anytown, US 12345-6789



**Marlboro Unlimited Gear.**  
You've heard about it. You've read about it. And now it's time to start saving for it.

There's fishing gear that packs. Mountain bikes that fold. Bags built to take whatever comes your way. And more. 30 new items in all. Each one made to take on a land that knows no limits.

You'll find them detailed in the special 1996 Marlboro Unlimited Catalog Calendar we've enclosed.

And use the new Marlboro Unlimited Miles Saver to help you keep track of your miles. And pass along the Refer-A-Friend card to let a friend know about future Marlboro offers.

So get the miles. And get Marlboro Unlimited Gear.  
The Gear that knows no limits.



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**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**



16 mg "tar," 1.1 mg nicotine av.  
per cigarette by FTC method.

Gear limited to smokers 21 years of age or older.  
See catalog for details.

## MARLBORO UNLIMITED REFER-A-FRIEND

Pass this card along to a friend who smokes. Have them fill it out so they can qualify for future offers from Marlboro. Offers limited to smokers 21 years of age or older.

Name ☐ Mr. ☐ Ms. ☐ Mr. ☐ Ms. ☐ Other ☐ Other  
Address \_\_\_\_\_ Apt. # \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_

☒ I am a regular smoker. I smoke \_\_\_\_\_ 11 mg of "tar" or more per cigarette. I am a regular smoker. I smoke \_\_\_\_\_ 11 mg of "tar" or more per cigarette. I am a regular smoker. I smoke \_\_\_\_\_ 11 mg of "tar" or more per cigarette.

☒ (Signature Required)  
Your Birth Date  /  /  19  Today's Date  /  /

1. What is your regular brand of cigarette? - Fill in, the brand you smoke most often?

2. What, if any, with your previous brand?

3. Is your regular brand...? (Check one) ☐ Regular/King Size ☐ 100's ☐ 100's
4. Is your regular brand...? (Check one) ☐ Menthol ☐ Non-Menthol
5. Do you usually buy it by the...? (Check one) ☐ Pack ☐ Carton ☐ Both Ways
6. Is your regular brand...? (Check one) ☐ Lowest "tar" ☐ Ultra/Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor
7. How long have you smoked this brand...? (Check one) ☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years
8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)
- |  |                                   |                                     |  |
|--|-----------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Alpine          | <input type="checkbox"/> Doral    | <input type="checkbox"/> Monarch    | <input type="checkbox"/> Virginia Slims      |
| <input type="checkbox"/> Basic           | <input type="checkbox"/> GPC      | <input type="checkbox"/> Marlboro   | <input type="checkbox"/> Winston             |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Red      | <input type="checkbox"/> Newport    | <input type="checkbox"/> Store Brand/Generic |
| <input type="checkbox"/> Best Value      | <input type="checkbox"/> Marlboro | <input type="checkbox"/> Parliament | <input type="checkbox"/> Rone                |
| <input type="checkbox"/> Cambridge       | <input type="checkbox"/> Merit    | <input type="checkbox"/> Salem      | <input type="checkbox"/> Other               |

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